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## YOUR KITCHEN TOMORROW

NETWORK: NBC

DATE: September 22, 1945

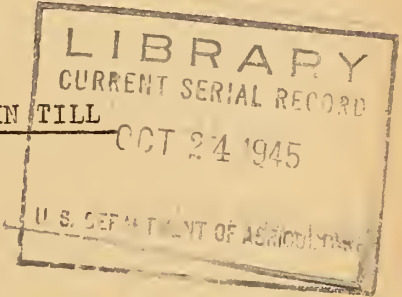
ORIGIN: WRC

TIME: 12:15-12:30 PM - EWT

(Produced by the U. S. Department of Agriculture...this script is for reference only...and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of the program...presented for more than twelve years in the interest of consumers.)

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER...CLOSE DRAWER
4. ANNCR: During the next fifteen minutes the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the U. S. Department of Agriculture. Today, as we promised, we're going to hear all about your new kitchen...your kitchen tomorrow. And here are Mrs. Freyman and Johnny.
5. JOHN: On with the show, Mrs. Freyman! Previews of coming attractions!
6. FREYMAN: Yes, today, we're going to see the new kitchen...and the kitchen equipment that we can expect in just a matter of months.
7. JOHNNY: And believe me, I can hardly wait. For a long time now, I've been reading about the sensational new inventions and discoveries....trick gadgets that are going to make it possible for you to do all the housework just by pressing buttons. So bring 'em on, Mrs. Freyman!
8. FREYMAN: All right now maybe you'll be surprised, Johnny...but here we go...through the first door...to our new postwar kitchen!



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9. SOUND: DOOR OPEN AND CLOSE ACCOMPANIES ABOVE

10. JOHN: Well! Pretty neat...pretty smooth, all right! But...say, wait a minute! I don't see any combination pineapple peeler, floor sweeper, baby minder, dishwashing machine!

11. FREYMAN: (LAUGHING) No...but...

12. JOHN: And where's that ultra violet ray that cooks a complete dinner in two seconds flat?

13. FREYMAN: But you see, Johnny...

14. JOHN: And I at least expected a built-in concealed refrigerator that when you press a button whatever you want pops out in alphabetical order.

15. FREYMAN: Now just wait a minute, Johnny. You're so sensational! This is a wonderfully modern kitchen. It has a lot of new developments that you, being a man, wouldn't notice at first.

16. JOHN: Oh is that so?

17. FREYMAN: Now you take this refrigerator, for instance.

18. JOHN: Looks just like mine...only bigger.

19. SOUND: REFRIGERATOR DOOR

20. FREYMAN: Yes the new ones are roomier...but look inside. See there. See that big compartment?

21. JOHN: Yep. What's that for?

22. FREYMAN: That's something brand new. It's a place to store your frozen foods. Remember you've had to keep frozen foods in the ice cube compartment if you want them to stay frozen. Well, in these new refrigerators, there's a big freezing compartment set off just for that purpose. Your frozen foods will keep indefinitely ..



23. JOHN: Well, sounds like a good idea. Say that reminds me of something, now Mrs. Freyman. There's been a lot of talk recently about people quick freezing their own foods at home. What about that?
24. FREYMAN: Well, home freezing equipment is being manufactured Johnny, and in a few months it looks as if there will be quite a few units available.
25. JOHN: That's what I like...this idea of just buying a side of beef and a bushel of this and that...and simply quick freezing them for future use. Right there at home!
26. FREYMAN: Yes, this is particularly good for people who live in the country. who have a lot of space, and preserve quantities of food. I've heard recently that some apartment houses are building freezer lockers in their basements, which should be a great convenience for the tenants.
27. JOHN: Well, now we don't want to get too far away from the subject of tomorrow's kitchen...but I did hear something new about frozen foods you buy, Mrs. Freyman.
28. FREYMAN: What's that?
29. JOHN: You know these foods have to be blanched before they're frozen. Well, they've invented a way of blanching by electronics, and this is supposed to be good, because many more vitamins are retained that way.
30. FREYMAN: Yes...and you know some places you can get a whole dinner... roast chicken, for instance, surrounded by vegetables, and frozen in a casserole...so all you do is take it home and thaw it out, heat it up, and there's your dinner!
- 30 A. JOHN: Oh, a woman's life is getting easier and easier all the time!
- 30 B. FREYMAN: Yes, isn't it though! Now let's go on through tomorrow's kitchen
31. JOHN: All right, I still insist that this stove here...looks just about like the stoves I've always seen.



32. FREYMAN: Well, Johnny, it doesn't cook by atomic power, if that's what you mean. But see, how neat and compact it is...how much better insulated. Some of the new ranges are more automatic than ever...you can put the meal in the oven, and go off for the afternoon, without any worries.
33. JOHN: I see...more time for bridge parties. What a life for modern housewives!
34. FREYMAN: Well, we could all do with a little more spare time, Johnny. Now you know the first kitchen equipment that's going to come off the assembly lines, will look, as you say, just about the same as the things we were buying before the war. But these things will be very good quality, and there won't be any ersatz material. So we can buy them with perfect confidence.
35. JOHN: In other words...at first, anyhow, we can't expect all the glamorous, sensational Buck Rogers inventions we've speculated about.
36. FREYMAN: No indeed. And right now, we're simply talking about a modern, practical postwar kitchen...something you can plan for right away.
- 36A. JOHN: All right, I'll come down to earth. And the next thing I see in our neat little kitchen...well perhaps we'll say next door in the laundry...is a modern looking washing machine.
37. FREYMAN: Yes...and you know just before the war, a good many washing machines were being made with a device that spins the clothes dry, right inside the machine.
38. JOHN: Oh is that so?
39. FREYMAN: Yes, and there will be many more of those, for the people who prefer a washing machine like that.



40. JOHN: Say, I've even heard of a washing machine that washes dishes too.
41. FREYMAN: Yes, there is one of those. And look, Johnny...here in our modern kitchen sink. Watch this!
42. JOHN: Hey, Mrs. Freyman...what are you doing! Don't do that!
43. FREYMAN: Why not!
44. JOHN: You're pouring all the old eggshells and orange rinds and potato peels...you're pouring them down the drain!
45. FREYMAN: Of course. You see this device under the sink? It simply grinds up all the kitchen food scraps automatically! Look, Johnny...it's all disappeared...no fuss no bother.
46. JOHN: Well, I'll be for goodness sake. There's something new to me.
47. FREYMAN: This was invented quite a while before the war...but now they'll be on the market again.
48. JOHN: Say, I'm beginning to get interested in our postwar kitchen. What else is new?
49. FREYMAN: All right...you were talking about the easy life we homemakers are going to have after the war...look at this.
50. JOHN: Looks like a saucepan.
51. FREYMAN: And so it is. A pressure saucepan.
52. JOHN: Pressure?
53. FREYMAN: Sure...you've heard of pressure cookers. Well this is a pressure saucepan...see the lid, with the control knob on it. That controls how many pounds pressure you want.
54. JOHN: And what's the advantage of a pan like that?
55. FREYMAN: Well...the advantage is that you can cook vegetables...or stew...in just a couple of minutes...with only a tiny bit of water.
56. JOHN: Is that right?



57. FREYMAN: Certainly. And this quick cooking saves more vitamins and minerals in your vegetables.
58. JOHN: Well what do you know?
59. FREYMAN: There will be a lot more of these on the market, before very long.
60. JOHN: I'm for that. But now look, Mrs. Freyman, something worries me.
61. FREYMAN: What's that?
62. JOHN: Well, here we stand in our neat little kitchen of tomorrow... all shining with stainless steel and white enamel...
63. FREYMAN: Yes...
64. JOHN: I sort of thought, one day, that we'd get back to the good old days sometime...when the kitchen was a grand, roomy place, where the family gathers 'round. You know...a sort of social gathering place. These new kitchens sort of scare me, they're so modern.
65. FREYMAN: Oh, nonsense, Johnny...the family can have just as much fun in a neat, efficient kitchen. It's much more fun, for instance to raid a refrigerator like this big roomy one.
66. JOHN: Yes, I suppose so...
67. FREYMAN: And you can whip together a midnight snack much more easily and quickly when everything's so efficiently arranged.
68. JOHN: There's that word efficient again.
69. FREYMAN: But Johnny, that's exactly it. That's the newest thing in new kitchens. Everything's designed to save steps...to save back-breaking work.
70. JOHN: I can see that...
71. FREYMAN: Goodness...when you compare today's kitchens with the ones of just a few years ago...it's hard to believe we had to do so much running from one thing to another...and lifting and bending.



72. JOHN: Yes, I suppose from that standpoint...
73. FREYMAN: Now here's something very important. With very little cost ...maybe none at all...many people can remodel their old kitchens so that they're just as convenient as the modern, streamlined kitchens.
74. JOHN: Oh, is that so?
75. FREYMAN: Yes...and actually, Johnny...you can have your big, homey kitchen, plus an arrangement of table space and equipment that saves extra work and extra steps.
76. JOHN: I see...
77. FREYMAN: Many families work out their own arrangements of storage space and work centers, with little or no expense...and with the accent on convenience.
78. JOHN: So it isn't only the streamling that counts.
79. FREYMAN: No indeed. Now look...here's something that wouldn't strike a man's eye...but it's really important.
- Your kitchen is divided into a preservation and storage center...a preparation and cleaning center, where you get the food ready and where you do the washing...and then there's the cooking and serving center...
80. JOHN: Yes'm.
81. FREYMAN: Well, in a well designed kitchen...there should be plenty of table space...so you won't be piling one operation on top of the other.
82. JOHN: I see...
83. FREYMAN: Now here by the sink are table surfaces for food preparation. There by the door, near the stove is table space for the food you're going to serve. Now some people prefer a "U-shaped" kitchen...that is with all the working equipment around three sides of the room. Some kitchens are L-shaped, and some folks have their equipment arranged in a line along the wall.



85. JOHN: It depends mostly on what kind of space you have available, doesn't it, Mrs. Freyman?
86. FREYMAN: Yes it does.
87. JOHN: But the idea is that you work things sort of like an assembly line!
88. FREYMAN: Exactly. You do everything in order...and have the equipment and the utensils all handy to the particular work you're doing at the time.
89. JOHN: Is that why you have all the pans hanging up in this open cupboard?
90. FREYMAN: Yes....I don't have to grope underneath, or open any doors. I simply take them off the hooks. The lids are kept just below...on end, in this compartment. And here's something else.
91. SCUND: DRAWER OPENING OR SOME SUCH LITTLE BANG
92. JOHN: What now?
93. FREYMAN: It's a filing system...on the order of the one you have in your office...but mine is a system for filing trays and platters. They're kept on end, in racks, to save space.
94. JOHN: A filing system for platters. Now if that isn't the modern housewife for you.
95. FREYMAN: And why not?
96. JOHN: Do you file trays under "T", for instance?
97. FREYMAN: (LAUGHING) I haven't gone that far yet...  
Now look at this. Inside the cupboard doors there are neat rows of hooks, to hang small utensils on.
98. JOHN: Very handy.



99. FREYMAN: And...you can make this yourself...at the back of the work table next to the wall, is a strip of wood with slots cut in it, to hold knives and other sharp utensils. You stick them down in the slots, with just the handles showing, and they're safe.
100. JOHN: Also convenient.
101. SOUND: ACCOMPANIES FOLLOWING.
102. FREYMAN: I should say. Now over here in our modern kitchen...is another idea, for a preparation table. Look...I press this lever, and the table top is lowered about six inches, so I can sit down while I'm preparing meals. Pretty tricky, isn't it, Johnny? I can also use it as a desk to plan menus and market lists, and things like that.
103. JOHN: Excellent, Mrs. Freyman...and more steps saved.
104. FREYMAN: Oh, the new kitchens will no doubt be full of little conveniences, Johnny...things that don't seem sensational, but they certainly save time. I like the idea of wire shelves for cupboards. You can look up to the top shelf and see what's there...and you can adjust the shelves too.
105. JOHN: Sure! Looks like "high visibility" is the password in the new kitchen.
106. FREYMAN: Yes indeed...fluorescent lights, too...they should be in more kitchens now. And look, Johnny...here's an idea for cupboard doors...they slide up in sections, and stay up, while you're reaching for what you want.
107. JOHN: That's a good one. And I like these little inside shelves that go up like steps, so that all the condiments and spices and bottles are in plain view.



108. FREYMAN: More "high visibility", Johnny...and less groping around for things. And incidentally, some of the new stoves have little colored lights that show where the current is on, and what the heat is so you can tell at a glance...well, what's cooking.
109. JOHN: Well, frankly...I'm impressed.
110. FREYMAN: Now here's another thing...which is very important. Look how spotless and how washable everything is. The table surfaces, the floor...even the walls.
111. JOHN: Are they washable?
112. FREYMAN: Well what kind of walls you have depends on your house, of course, and your budget. I heard of lacquering over wall paper, or painting on other spot-resistant wall coatings. The whole idea is, though...everything clean and sparkling.
113. JOHN: You know even I might learn to cook...in one of these tomorrow-kitchens!
114. FREYMAN: Of course you can, Johnny! Now, it may interest you to know that important research is being done...to determine the exact height working tables and the sink should be...and the exact amount of space necessary, for most efficient work.
115. JOHN: It's really a science...developing a modern kitchen, isn't it, Mrs. Freyman!
116. FREYMAN: Of course it is. And you can see that there have been many improvements in our new kitchens...not only in tricky inventions...but in over-all planning to save work, and to save steps.
117. JOHN: And that, I believe, concludes today's CONSUMER TIME story on your new kitchen!
118. FREYMAN: Now...just a word about next week's program, Johnny.
119. JOHN: Next week, we're going to hear a dramatic story. It's the story of how consumers are protected by labels and laws...on foods and medicines.



120. FREYMAN: We're going to tell about the Food and Drug Administration...  
and we'll give the story behind some of these labels...on  
the things you buy!
121. JOHN: So be with us next week...to hear all about your Food and  
Drug Administration...on another edition of...
122. SOUND: CASH REGISTER...
123. ANNCR: CONSUMER TIME!
124. SOUND: CASH REGISTER....CLOSE DRAWER!
125. ANNCR: CONSUMER TIME, written by Christine Kempton, is presented  
by the U. S. Department of Agriculture, through the facilities  
of the National Broadcasting Company and its affiliated in-  
dependent stations. It comes to you from Washington, D. C.  
This broadcast period for CONSUMER TIME has been made avail-  
able as a public service.

This is the National Broadcasting Company.

...I said to some builders that we had

• *Staphylococcus aureus* (Staph aureus) is the most common cause of skin infections.

*Journal of Management Studies*, 19(1), 67-80.

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